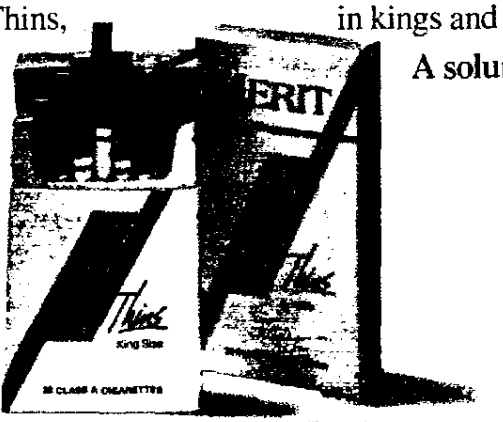
Now ¼ less tobacco, all the flavor!

Merit breakthrough combines a new thin shape and great taste in a remarkable new, low-tar cigarette. Introducing new Merit Thins.

New Merit Thins have 1/4th less tobacco than ordinary cigarettes. But the really big news is what we've done with so little. Because of Enriched Flavor.™ Merit Thins deliver the rich taste and smoking satisfaction of leading light cigarettes, but with even *less tar.* And with less tobacco, there's less smoke.

New Merit Thins, in kings and 100's.

A solution with Merit.



New Merit Thins

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/xhlj0004